

MAY 3,
1965

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fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 30, 1965</u>			
April 29	OHRBACH'S RELEASE DATE--Swimwear fashions. (No Press Show)		
Thursday April 29 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION "All American Knit and Swimwear Panorama"--fashions with fibers and yarns by: Allied Chemical; American Cyanamid; Joseph Bancroft & Sons; Celanese Corp. of America; Chemstrand; Dow Chemical; Durene Assoc. of America; Du Pont; Eastman Chemical Products; Herdman's Linen Yarns; Heberlein Patent Corp.(Helanca); Hercules Powder Co.; The Wool Bureau. Knitted outerwear buyers and press, by invitation. Tickets: \$7.50. Producer and Commentator: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA BALLROOM
Thursday April 29 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Spring-Summer fashions, available at Miss Bergdorf. Press by invitation. Public by reservation: \$4.75; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday April 29 2:30 P.M.	PREVIEW OF FALL COLLECTION Haymaker will preview their Fall collection. For press and buyers, by invitation. Continuous thereafter. Contact: Bob Bodzin, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday April 29 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: James Galanos, Norman Norell, Donald Brooks, John Moore, Geoffrey Beene, Helen Lee, Jacques Tiffeau, David Kidd, Mona Roset, Don Simonelli, Anthony L. Muto. Prices: \$3.00 (afternoon); \$6.00 (evening, reserved), available after April 12. Contact: Ted Kritsidimas, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
Thursday April 29 3:00 P.M.	CAPSULE BACK-TO- SCHOOL COLLECTION "Kick-Off '65"--Teen Time (new division of the Arkin Organization) launches junior sportswear collection. By invitation. Contact: WI. 7-5388.	TEEN-TIME (DIV. OF ARKIN ORGANIZATION)	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday April 29 4:00 P.M. Cocktails	COLLECTION BY COUNTESS EBBA VON ECKERMANN Fall ready-to-wear collection, designed by Countess Ebba von Eckermann of Sweden, at the home of the Consul General and Mrs. Tore Talbroth of Sweden. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	T.W. MURPHY	600 PARK AVENUE CONSUL GEN.OF SWEDEN
Thursday April 29	CAPSULE COLLECTION OF COUTURE RAINWEAR Daily informal showings of advance Fall couture rainwear. Contact: Rose Blasberg, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday April 29	NEW FUR SPORTSWEAR COLLECTION Revillon's wholesale exclusive new Fall-Winter "Fun-Fur" collection, designed by Simon Freres of Paris. By appointment. Contact: LO. 5-5832.	"FUN FURS" AT REVILLON WHOLESALE	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
April 30	MACY RELEASE DATE--Homefurnishings from California. (No Press Show)		
Friday April 30 9:30 A.M. Breakfast	PRESS PREVIEW OF RIVIERA SPORTSWEAR Preview for the press of Italian and French imported sportswear. By invitation. (<u>For Release, Mon., May 3.</u>) Publicity: Louise Langdon, PL. 2-1212.	BLOOMINGDALE'S	3RD FLOOR
Saturday May 1 8:45 P.M.	SPORTSWEAR FASHIONS AT TENNIS MATCHES "Op Your Opponent With Op-Art"--showing of fashions for tennis, golf, beachwear, and boating presented between matches of the U.S. Professional Tennis Championships. Fashions by: Townray, Rose Marie Reid, Jantzen, Sea B's. Produced by Fashion Coordinators: Edith Berke, Commentator; Louise McGann, Coordinator, LI. 4-2166.	FOUR MANUFACTURERS	SEVENTY FIRST ARMORY PARK AVE. & 34TH ST.
Saturday May 1- May 9	FIFTH ANNUAL PHOTOGRAPHY SHOW "World's Fair of Photography"--press preview at 11:00 A.M., May 1. Display by more than 200 manufacturers, importers, and distributors of photographic equipment; exhibits, demonstrations, slide shows, movies. Admission--\$1.50; children, 75¢. Publicity: Sheldon Ritter at Hazard Advertising Co., PL. 9-3100.	INTERNATIONAL PHOTOGRAPHY FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE

Beginning Sunday May 2	FALL OPENINGS IN CALIFORNIA May 2: 1:30 P.M. Mike Anthony; 2:30 P.M. Lee Herman; 4:30 P.M. Michael Novarese; 6:00 P.M. Helga. May 3: 8:30 A.M. Stanley Nelson; 10:00 A.M. Elis Porter; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose; 4:30 P.M. Georgia Bullock. By appointment: Adele of California; Charles Cooper; Couture West; Wayne Fuller; Michaelson, Inc.; M. Nadler; Oscar of Beverly Hills. May 4: 8:30 A.M. Peggy Hunt. Contact: Barbara Trister, 819 Santee St., L.A., MADison 2-3654.	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
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Sunday May 2 4:30 P.M.	PREVIEW: FALL FASHIONS IN LOS ANGELES By invitation. Contact: Miss Birkett, OL. 2-9010 (L.A.).	MICHAEL NOVARESE (711 NO. LA CIENEGA)	BEVERLY-WILSHIRE HOTEL GRAND TRIANON BALLROOM
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Sunday May 2 6:00 P.M. Cocktails	FALL FASHIONS IN LOS ANGELES Helga will preview their Fall collection. Dinner at 6:30. By invitation. Contact: Walter Oppenheimer, MADison 7-0806(L.A.); LE. 2-2070(N.Y.).	HELGA (722 SO. LOS ANGELES ST.)	BEVERLY HILLS HOTEL LOS ANGELES, CAL.
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WEEK BEGINNING MONDAY, MAY 3, 1965

May 3 BLOOMINGDALE RELEASE--Imported sportswear.

Beginning Monday May 3	FALL KNITWEAR COLLECTION Continuous daily showings of Harmon Knitwear Fall collection, designed by Rudi Gernreich. Contact: Bernie Buchwald, 695-1617.	HARMON KNITWEAR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 3 9:00 A.M.- 5:45 P.M.	ANNUAL BRIDAL BUSINESS FORUM "Working Towards The Golden Vein"--bridal forum for retail executives. Program includes: Scope and growth of bridal market; 20 panel speakers, including 8 brides of the year, reporting on their shopping experiences; new bridal research data; bridal services today and in the future. (Luncheon at Gotham, 12:45 to 2:15 P.M.) Publishers cocktail party, Sheraton-East, 6:30 to 8:00 P.M. Contact: Mrs. Alexandra Potts, OR.9-7200.	MODERN BRIDE MAGAZINE (1 PARK AVENUE)	LAB. INST. MERCH'G 677 FIFTH AVENUE
Monday May 3 12:30 P.M. Luncheon	PRESS PREVIEW OF SPORTSWEAR FASHIONS "Tahitian Feast"--preview for the press of Summer sportswear by Peck & Peck. Show at 1:15. By invitation. (For Release, Tues., May 4.) Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK	LUAU 400 400 EAST 57TH STREET
Monday May 3 1:30 P.M.	FALL FASHIONS IN LOS ANGELES Travilla will preview his Fall fashions; also introducing new co-ordinated sportswear. By invitation. Contact: William Sarris, OL. 2-0723(L.A.).	TRAVILLA (853 NO.LA CIENEGA)	BEVERLY-WILSHIRE HOTEL TRIANON BALLROOM
Monday May 3 6:00 P.M.	FALL FASHIONS IN LOS ANGELES Bud Kilpatrick will present his Fall fashions. By invitation. Contact: Eph Feinberg, 213-BR. 2-1178(L.A.).	BUD KILPATRICK	2139 STONER AVENUE WEST LOS ANGELES, CAL.
Beginning Monday May 3	IMPORTED READY-TO WEAR COATS AND SUITS Continuous showings, by appointment, of ready-to-wear imported coats and suits by Wallis of London. Contact: PL. 3-4464 or PL. 3-3500.	WALLIS OF LONDON	VIRGINIA KREMENTZ 42 W. 58TH ST., RM.203
Tuesday May 4 9:30 A.M.	SHOWING: FUR-LINED COATS AND SUITS Fall-Winter fur-lined coats, suits, and rainwear, designed by Betti Belmont at 9:30, 11:00, and 3:30 daily, by appointment. Contact: LO. 5-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 4; May 5 4:00 P.M. Cocktails	PRESS PREVIEW: "SOFT LIGHT" COLLECTION Preview of Formfit-Rogers foundations and lingerie, introducing robes and loungewear; Little Miss Rogers lingerie; Rutledge pajamas. Show at 4:30 on May 4 and 5. By invitation. Publicity: Susan Smalls, MU. 2-1333.	FORMFIT-ROGERS	530 FIFTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 4 4:00 P.M.	"STUDIO THREE GOES GREEK" A collection of Summer fashions, all made in Greece, with original motifs and fabrics. For the press, by invitation. (For Release, Mon., May 10.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM
Tuesday May 4 5:00 P.M. Cocktails	FALL FASHIONS IN LOS ANGELES Preview of Werle's fashions for Fall. By invitation. Contact: Jose Fernandez, OL. 5-8926(L.A.).	WERLE (626 N.ROBERTSON BLVD.)	PLACE TO BE ANNOUNCED
Tuesday May 4 9:00 P.M.	LECTURE: "FASHION AND ARTS" Mrs. Frances Duehren, President of N.Y. Fashion Designers, will discuss "Fashion and Arts" before Sisterhood of K'Hall Adath Jeshurun. Contact: WI. 7-0324.	NEW YORK FASHION DESIGNERS, INC.	SOCIAL HALL 90 BENNETT AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 5	MACY'S RELEASE DATE--California swimsuits. (No Press Show)		
Wednesday May 5 12:30 P.M. Luncheon	FASHION SHOWING AT LUNCHEON "Spring and Summer with Hannah Troy." TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	HANNAH TROY, INC. (530 SEVENTH AVENUE) Barbetta Publicity: Ellen Perl,	BARBETTA RESTAURANT 321 WEST 46TH STREET
Cancelled May 5	LUNCHEON SHOWING OF FASHIONS AND ACCESSORIES BY MARK CROSS, AT DELMONICO'S, ORIGINALLY SCHEDULED FOR 12:30 P.M., HAS BEEN CANCELLED.		
Thursday May 6 10:00 A.M.	SPORTSWEAR FASHIONS BY BONNIE CASHIN "Americana Sportswear"--fashions in leather, tweed, jersey, canvas, designed by Bonnie Cashin for Sills & Company. By invitation. Daily thereafter, by appointment. Publicity: J. Wilfrid Gagen or Bob Rodgers at Fashion Bureau, 128 East 37th Street, OR. 9-6996.	SILLS & COMPANY	48 WEST 37TH STREET SHOWROOM - 20TH FLOOR
Thursday May 6 12:30 P.M. Luncheon	DANISH LUNCHEON: FUR FASHION SHOW Her Royal Highness, Princess Benedikte of Denmark will be guest of Honor on her first visit to the United States. The Birger Christensen fur collection of Saga mink will be flown here for the showing. Master of Ceremonies: Victor Borge. Price: \$30.00 (authentic Danish luncheon), benefit American Cancer Society (Children's Fund). By invitation only. Publicity: Vivienne P. Fox at Leber, Katz, Paccione, PL. 1-4477.	CONSUL GENERAL OF DENMARK	HOTEL PLAZA BALLROOM
May 9	MOTHER'S DAY (Sunday)		
May 10	ALTMAN RELEASE--"Studio Three Goes Greek". (Preview May 4--See Pg. 3)		
Monday May 10 5:30 P.M.- 7:30 P.M. Cocktails	FASHION SHOW: FALL WOOLEN FASHIONS "The Autumn-Atics"--showing of H2O woolen Fall fashions. Coordinator: Mia Grau. For press and buyers, by invitation. Contact: Robert Kane, (Marketing Services), OX. 5-1000, Ext. 217.	J.P. STEVENS & COMPANY (1460 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Tuesday May 11 10:30 A.M.	OPENING: FALL COLLECTION Showings May 11, 25, June 1, 8, 15, 22 at 10:30. By reservation. Contact: Phyllis Rosenberg, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 11 11:30 A.M. Aperitif	PRESS PREVIEW OF PEARL COLLECTION Preview for the press of Cartier's pearl collection. By invitation. (For Release, Fri., May 14.) Publicity: Ruth Hammer Assoc., EL. 5-7872.	CARTIER	5TH AVE. AT 52ND STREET ROTUNDA-MAIN FLOOR
May 12	MACY'S RELEASE DATE--California sportswear. (No Press Show)		
Wednesday May 12 8:00 A.M. Breakfast	NEW "STRETCH-RITHMETIC" COLLECTION Stretchini will introduce a new look in children's sportswear, designed in "Actionwear," at a champagne breakfast. By invitation only. Contact: Alice Koren at Stretchini, OX. 5-0174.	STRETCHINI- CHEMSTRAND	HOTEL PLAZA BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 12	PREVIEW OF FALL FOUNDATION COLLECTION	WARNER SLIMWEAR- LINGERIE	90 PARK AVENUE SHOWROOM - 12TH FLOOR
11:00 A.M.; Preview of Fall foundation collection May 12 at 11:00, 2:00, 3:30. For 2:00 P.M.; press and resident buyers, by invitation. Contact: Lila Moren (Press); 3:30 P.M. Kay Keniry (Buyers), MO. 1-1300.			
Wednesday May 12	SHOWING OF FRENCH IMPORT FASHIONS	MADemoisELLE SUZANNE (2 WEST 47TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
12:30 P.M. Luncheon	"French Imports for Spring-Summer"--by Mademoiselle Suzanne. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.		
Wednesday May 12	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	TRAPHAGEN SCHOOL OF FASHION	PARK SHERATON HOTEL BALLROOM
3:45 P.M.; 8:15 P.M.	Forty-second annual fashion showing of original designs--created, modelled, staged, and commentated by students. Tickets: \$3.00, afternoon; \$5.00, evening. Contact: Dorothy Tyroler, CO. 5-2077.		
Wednesday May 12	THIRTEENTH ANNUAL COTTON FASHION AWARD	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL DELMONICO BALLROOM
4:00 P.M. Cocktails	"Blue Ribbon Cottons"--featuring fashions by this year's and past winners of awards. Cotton award to Geoffrey Beene. <u>Show at 4:30 P.M.</u> By invita- tion. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday May 13	PRESS PREVIEW OF CHILDREN'S IMPORTS	OHRBACH'S	6TH FLOOR
9:30 A.M. Coffee	Preview for the press of children's import collection. By invitation. (For Release, Mon., May 17.) Publ.: Mary Ann Crenshaw, OX.5-4000,Ext.279.		
Thursday May 13	SUMMER FASHIONS DURING LUNCHEON	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
12:30 P.M. Luncheon	Showing of Summer fashions, designed by Shannon Rodgers for Jerry Silver- man, available at Miss Bergdorf. Press by invitation. Public by reserva- tion: \$4.75; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Coordi- nator and Commentator: Mary Alice Rice, PL. 2-5726.		
Thursday May 13	PRESS PREVIEW: CANDLES AND TABLE SETTINGS	PARAGON CANDLE COMPANY (225 FIFTH AVENUE)	ST. REGIS HOTEL VERSAILLES ROOM
12:30 P.M. Luncheon	Preview for the press of candles and table settings. By invitation. Publicity: Elizabeth O'Connor at McGeehan & O'Connor, PL. 9-8150.		
May 14	MACY'S RELEASE--European furniture. (No Press Show)		
May 14	CARTIER RELEASE--Pearl collection. (Preview, May 11--See Pg. 4)		
Friday May 14	CHILDREN'S DIVISION: LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
12:30 P.M. Luncheon	"It's A Small World"--Speaker: Elizabeth Enright, Winner of Newberry Award for Children's Books. Report and Commentary: Marcelle Burnham, "McCall's Magazine." Chmn.: Marcelle Burnham; and Vernie Theden Hill, Bonwit Teller. Prices: \$8.00, members; \$12.00, guests. Contact: CI. 7-3940.		
Monday May 17	PREVIEW OF LINGERIE AND LOUNGEWEAR	KAYSER-ROTH LINGERIE (425 FIFTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
12:00 Noon Cocktails	Preview of Fall lingerie and loungewear fashions. <u>Luncheon at 12:30.</u> Show at 1:15. By invitation. Market Weeks: June 7 and June 14 at 10:30 and 2:30. Publicity: Rosemarie Fay, MU. 3-7020.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 17	OHRBACH'S RELEASE--Children's import fashions. (Preview May 13--See Pg.5)		
Monday May 17 4:30 P.M. Champagne	PRESS PREVIEW: "CLIMA SOLEIL" COSMETICS "Clima Soleil"--preview of a new cosmetic line. By invitation. (<u>For Re- lease, Thurs., May 20.</u>)	BEST & COMPANY	9TH FLOOR PRESIDENT'S OFFICE
May 18	MACY RELEASE DATE--"Children by the Sea." (No Press Show)		
Tuesday May 18 8:30 A.M. Breakfast	SUBTEEN FASHION & MERCHANDISING CLINIC Eleventh annual back-to-school subteen fashion and merchandising clinic. Complete presentation of publicity campaigns and subteen style show fore- cast. <u>Admission by ticket only for trade, press, and merchandisers.</u> Contact: Pat Di Sernia, Fashion and Merchandising Director, PL. 1-6900.	AMERICAN GIRL MAGAZINE	STATLER-HILTON HOTEL BALLROOM
Tuesday May 18 9:30 A.M. Breakfast	PRESS PREVIEW OF SWIMWEAR FASHIONS Preview for the press of swimwear collection. By invitation. (<u>For Release, Wed., May 19.</u>)	BONWIT TELLER	5TH FLOOR
Tuesday May 18 11:00 A.M.; 2:30 P.M.	PREVIEW: FALL LINGERIE AND UNDERFASHIONS Fall lingerie and underfashions at 11:00 A.M. and 2:30 P.M. For press and resident buyers, by invitation. Publicity: Jane Patrick, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 18 12:00 Noon	PREVIEW: FALL DRESS COLLECTION By invitation. Thereafter June 8 and 15 at 12:00 Noon. By reservation. Contact: Ann Lawrence, WI. 7-1061.	NANTUCKET NATURALS, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday May 18 7:30 P.M. Dinner- Dance	FESTIVAL OF FRAGRANCE DINNER-DANCE Costume promenade, interpreting fragrance names. Judges: Geoffrey Beene, Lester Gaba, Adolphe Greene, Phyllis Newman, Eugenia Sheppard. Promenade Commentator: Lilo. For benefit of The Kidney Foundation. Tickets: \$30.00 (tax deductible), by reservation. Contact: The Fragrance Foundation, 101 Park Avenue, MU. 4-4911.	THE FRAGRANCE FOUNDATION	HOTEL ASTOR BALLROOM
Beginning Wednesday May 19	OPENING OF FALL COLLECTION Arbe Originals presents the Fall collection of boutique separates, cashmere coordinates, casual and dressy suits, designed by Dorothy Arden. Daily informal showings. Contact: LW. 4-0220.	ARBE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
May 20	BEST'S RELEASE--"Clima Soleil," new cosmetics. (Preview, May 17--See Above)		
Thursday May 20 2:30 P.M. Cocktails	OPENING OF FALL COLLECTION David Crystal will present their Fall collection of dresses. For press and resident buyers, by invitation. Publ.: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 20 4:30 P.M.	FALL CHILDREN'S FASHION SHOW Fall fashions for toddlers, girls, pre-teens, and boys. <u>Show at 5:00 P.M.</u> By invitation. Contact: Jeanette Butzell, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	STATLER HILTON HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 24 8:00 P.M. Supper	ANNUAL FASHION SHOW: FORMAL SUPPER DANCE "Coming Of Age"--Twenty-first anniversary celebration; fashion presentation at 8:00 P.M., followed by supper and dancing at 9:00 P.M. Contribution of \$100.00 per person (tax deductible) payable to the "Educational Foundation for the Apparel Industry." Contact: Shirley Goodman, Executive Director, LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET F.I.T. THEATRE
Tuesday May 25 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS By invitation. Beginning Tues., June 1, daily informal showings. Contact: PE. 6-2291.	BARBERINI (DIV.OF ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday May 25 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Claret sportswear, casual dresses, and import knits, designed by June Francis. By invitation. Publicity: Essie Pinsker, WI. 7-2514. Continuous daily thereafter at showroom. Contact: Judith Shorten, LO.3-6126.	CLARET ORIGINALS, INC. (498 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Wednesday May 26 3:00 P.M.	PREVIEW OF FALL COLLECTION Preview of Fall dresses, costumes, and gowns. For press and buyers, by reservation. Continuous daily thereafter, by appointment. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday May 26 3:45 P.M. Champagne	COURREGES DESIGNS IN LEATHER AND FABRIC Fall-Winter collection, designed in Paris in collaboration with Courreges. Also, a special group of designs by Courreges for Samuel Robert. By invitation (to be presented at door). Publicity: Sara Pennoyer, MU. 2-6480. Thereafter at showroom. Contact: LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	HOTEL REGENCY BALLROOM
Thursday May 27 7:15 A.M. Breakfast	ANNUAL FALL BREAKFAST SHOWS Breakfast at 7:15 A.M., showing at 7:48 A.M., May 27, 28, June 2, 3, 4, 7, 8, 9, 10, 11, 15, 16. Afternoon shows (4:30 P.M., refreshments), June 1 and 14 at 5:02 P.M. Contact: Doris Van Patten, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	WALDORF-ASTORIA BALLROOM
May 30	MEMORIAL DAY (Legal Holiday on Monday, May 31).		
Tuesday June 1 12:30 P.M. Luncheon	GRADUATION LUNCHEON David Yunich, President of Macy's New York, will address graduates and guests; awards to alumnae. Contact: Lorraine Helfont, TR. 9-4644. Publicity: Ed Watson at Constance Hope Associates, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 1 1:00 P.M.	OPENING OF FALL COLLECTION Junior Sophisticates' Fall collection. Contact: Ellen Roselle, LO.4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday June 1 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of Fall coats June 1, 2, 8, 9, 15 at 2:00 P.M. By appointment. Contact: Miss Jaye, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 1 3:15 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Lawrence of London will present their Fall collection of couture rainwear. By invitation. Continuous daily thereafter. Contact: Rose Blasberg, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 1 4:30 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Helga will preview their Fall fashions. By invitation. Contact: Sally Wolfe, LE. 2-2070(N.Y.); Walter Oppenheimer, MA. 7-0806(L.A.).	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM BALLROOM
Beginning Tuesday June 1- June 12	PREVIEW: LONDON FASHIONS IN NEW YORK Frederick Starke will present his Fall suits, sportswear, ensembles, day-time to evening dresses, and "Sugar & Spice" collection. By appointment. Contact: Frederick Starke, 31 Bruton St., London	FREDERICK STARKE, LTD. (31 BRUTON ST., LONDON)	HOTEL PIERRE
Wednesday June 2 8:15 A.M. Breakfast	TEEN-AGE FASHION SHOW AT BREAKFAST Annual fashion show preview for Fall, featuring young junior fashions from Ingenue's August editorials. Show at 8:45. By reservation. Tickets: \$5.00. Contact: YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	HOTEL ASTOR NORTH BALLROOM
Wednesday June 2 9:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Presentation of "Christie Creations" fur collection for Fall-Winter. By invitation. Trade showings beginning Mon., June 7, daily at 10:00 A.M. and 2:00 P.M. Contact: Harry Feldman, PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 2 10:00 A.M.	OPENING: FALL COATS AND SUITS Jack Sarnoff's Fall coat and suit collection, designed by Molly. Also, June 8, 9, 10, 15, 17 at 10:00 A.M., by reservation. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Wednesday June 2 10:30 A.M.	OPENING: FUR FASHIONS BY MR. FRED "Elegant Fun Furs"--including a special collection of active ski parkas. By invitation. Publicity: Lisa Curtis, MU. 4-7444. Thereafter, by appointment. Contact: PE. 6-8516.	FUR & SPORT, INC.	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR
Wednesday June 2 10:30 A.M.; 11:15 A.M.	OPENING OF FALL COLLECTIONS Showings: Leonard Arkin, June 2, 7, 14 at 10:30. Andrew Arkin, June 2, 7, 14 at 11:15. Contact: Judith Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 2 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Fall collection of sportswear, dresses, and at-home fashions, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous daily informal showings thereafter. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	ST. REGIS HOTEL ROOF
Wednesday June 2 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Fall, Winter, Holiday and Cruise 1965 fashions. By invitation. Contact: PL. 5-2872.	KEN SCOTT OF MILANO	FLEMING-JOFFE SHOWROOM 401 PARK AVE. SO. (28ST.)

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Wednesday June 2 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Gerard Pipart of Paris. By invitation. Thereafter, June 7, 9, 14, 16, 23 at 10:30. By reservation. Contact: Marta Schreiber, LA. 4-9350.	NINA RICCI- NEW YORK	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 2 4:00 P.M. Cocktails	THIRTIETH ANNUAL COLLEGE CLINIC Back-to-school fashions from Mademoiselle's August 1965 issue. Merchandise exhibit and cocktails at 4:00. <u>Show promptly at 5:00.</u> Tickets: \$15.00, by invitation. Contact: Lenore Benson, Merchandising Editor, MU. 9-5900.	MADMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	HOTEL ASTOR BALLROOM
Beginning Wednesday June 2	OPENING: FALL-WINTER FUR COLLECTION Continuous daily showings of Fall-Winter fur collection. By appointment. Contact: AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Wednesday June 2	OPENING OF FALL COLLECTIONS Daily informal showings of Fall dresses, costumes, gowns; also a group of dresses and costumes made in imported knits. Contact: LO. 5-6900.	JONNY HERBERT, INC.; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 3 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Press preview of Fall bridal fashions. By invitation. (<u>For Release, Mon., June 7.</u>) Publicity: Louise Iangdon, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	3RD FLOOR BRIDAL SHOP
Thursday June 3 10:00 A.M.	OPENING: FALL COATS AND SUITS Showings June 3, 8, 10, 15, 17, 22 at 10:00 A.M. By reservation. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 3 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION "Round the World in Fur" -- by H.B.A. By invitation. Thereafter daily at 10:30 and 2:30, by appointment. Contact: Lillian Shockley, LA. 4-0105.	H.B.A. FUR CORP. (STYLED BY DAVID DANA)	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday June 3 1:15 P.M.	PREVIEW OF FALL COLLECTION Fall collection of dresses, costumes, gowns, designed by Miss Gina. By invitation. Thereafter June 8, 10, 15, by reservation. Contact: Larry Farragut, LO. 5-2727. Publicity: Margaret Hodge, LT. 1-3260.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday June 3 2:30 P.M.	PRESS PREVIEW: "FUN FURS FOR '65" Quality Furs will preview "Fun Furs for '65." By invitation. Thereafter, daily at 10:30 and 2:30, by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS (MANOS & BLOCK)	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday June 3 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter, June 8, 9, 15, 16, 22, 23 at 12:00 Noon. By reservation. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR

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Thursday June 3 4:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Show promptly at 5:00 P.M.</u> For retail stores, by invitation. Tickets: \$10.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE	WALDORF-ASTORIA BALLROOM
Friday June 4 11:00 A.M.	OPENING: FALL COLLECTION Also June 7 at 4:00 P.M., June 9 and 14 at 11:00 A.M. By reservation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 4 12:00 Noon Luncheon	FASHION SHOWING OF "CHEM-STITCH" PROCESS Hicks & Otis will present a special collection of fashions, featuring a new process "Chem-stitch," fabric sculpture through chemistry. For trade, press, and buyers, by invitation. Contact: Miss Triolo, LO. 4-9012. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	HICKS & OTIS, INC. (350 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Friday June 4 2:30 P.M.	PREVIEW: FALL COLLECTION Fall collection, designed by Ole Borden. For press and buyers, by invitation. Thereafter June 8, 9, 10, 15, 16 at 2:30, by reservation. Contact: Seymour Nemeroff, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
June 7	BLOOMINGDALE'S RELEASE--Bridal fashions. (Preview, June 3--See Pg. 9)		
Monday June 7 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's couture fur collection for Fall and Winter. By invitation. Thereafter by appointment. Contact: Bill Paige, JU. 2-7430.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 7 12:00 Noon	OPENING OF FALL COLLECTION Showings at 12:00 Noon, June 7, 9, 15, 17, 21. By reservation. Contact: Mary Jean Rainnie, 565-2827.	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
June 7	PRESS SHOWING--MAURICE RENTNER'S FALL COLLECTION AT 3:00 (Opening, June 8)		
Monday June 7 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Bob Bugnard. For press and buyers by invitation. Thereafter daily at showroom, by appointment. Contact: Sylvan Fox or Miss Joy, PE. 6-2663.	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Monday June 7 4:15 P.M. Cocktails	FUR COLLECTION BY BETTY YOKOVA Press preview of Betty Yokova's high-fashion collection, designed for Neustadter. Buyers: Tues., June 8 at 10:00. Both shows, by invitation. Thereafter daily at 10:00 and 2:00, by appointment. Contact: Mary Kelley, CI. 7-5213; or Harvey Neustadter, LA. 4-3365.	NEUSTADTER FURS	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 7 5:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION By invitation. Thereafter at showroom, June 8, 10, 15, 17 at 12:00 Noon, by appointment. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ (550 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED

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Tuesday June 7 6:30 P.M. Cocktails	SEMI-ANNUAL SEMINAR FOR MEMBER STORES Admission by reservation only. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714.	MERCHANDISING MOTIVATION INC. (39 W. 55TH STREET)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 8 10:00 A.M.	OPENING: FALL COLLECTION Adele Simpson's Fall collection. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 8 10:30 A.M.	OPENING OF FALL COLLECTION Also June 9, 11, 15, 17, 22, 24 at 10:30. By reservation. Contact: Sam Cohen, LO. 3-5656.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 8 11:00 A.M.	OPENING: FALL COLLECTION Showings June 8 and 15 at 11:00. Contact: WI. 7-5335.	MADEMOISELLE ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 8 11:35 A.M.	PREVIEW: "ELEGANCE OF FURS GOING YOUNG" Preview of the "Elegance of Furs Going Young," by the house of "Black Diamond" mink. Continuous daily thereafter from 10:00 A.M. Contact: Miss Sigrid, PE. 6-5573.	OLIVER GINTEL, INC.	333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 8 1:00 P.M.	OPENING OF FALL COLLECTION Showings June 8, 9, 10, 14, 15, 16, 21, 22 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 8 1:00 P.M.	OPENING: FALL COLLECTION Showings, June 8, 9, 15, 16 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday June 8 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "L'Esprit de Jeunesse"--preview for the press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing Wed., June 9 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showings June 8, 9, 10, 15, 16, 17, 22, 24 at 2:30 P.M. (Press show Mon., June 7 at 3:00 P.M.) By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Designed by Peggy Thayer. Thereafter, June 9, 15, 16 at 2:30 P.M. By reservation. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 8 4:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview for the press of Fall-Winter fur fashions. By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: BR. 9-8144.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR

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Tuesday June 8 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter, by appointment. Contact: Mr. de Marinis, JU. 2-1747.	ROSSINO-ANGELA, LTD.	30 WEST 57TH STREET SALON - 3RD FLOOR
Beginning Tuesday June 8	OPENING: FALL COLLECTION Daily informal showings of couture coordinates, two-piece dresses, and three-piece suits, designed by Ben Rodia. Contact: Helen Rubin, LO. 4-1390.	MAGDA COUTURE COORDINATES, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 9 2:30 P.M.	OPENING: FALL COLLECTION Fall collection at 2:30, June 9, 15, 23 at 2:30 P.M. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Donald Brooks will present his Fall collection, June 9, 10, 15, 17 at 4:00 P.M. By reservation. Contact: WI. 7-8235.	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday June 9 9:00 P.M.	PREVIEW OF FALL FASHIONS For press and buyers, by invitation. (Black Tie). Also, June 15 and 17 at 4:00 P.M. By reservation. Contact: Helen Borger, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
Thursday June 10 10:30 A.M.	OPENING: FALL-WINTER FUR COLLECTION Wholesale fur collection for Fall-Winter. By invitation. Contact: BR. 9-0633.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Thursday June 10 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Oscar de la Renta for Jane Derby. By invitation. Thereafter June 11, 15, 17, 22, 24 at 10:30. By reserva- tion. Contact: Mabel Glemby, LA. 4-9350.	OSCAR DE LA RENTA FOR JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 10 6:00 P.M. Cocktails	ANNUAL FASHION SHOW AND DINNER Complete Fall fashion forecast of styles from Butterick, McCall's, Simpli- city, and Vogue Patterns. Cocktails--6:00 P.M.; Dinner--7:00 P.M.; Show-- 8:30 P.M. Dinner: \$12.50. Contact: Sandy Geist, LO. 4-1300; or Marcia Land, AL. 5-2100.	WOMEN'S FASHION FABRICS ASSOCIATION	HOTEL PLAZA BAROQUE SUITE
Friday June 11 9:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTIONS Preview for the press of Fall-Winter fur collections by Christian Dior Furs of Paris, and Laurence H. Kaye. By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: Rose Ciacci, OX. 5-8340.	CHRISTIAN DIOR FURS; LAURENCE H. KAYE	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday June 14 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Showing for buyers at 6:00 P.M. daily through June 25. By reservation. Contact: PL. 5-2872.	GUSTAVE TASSELL	64 EAST 55TH STREET SHOWROOM - 3RD FLOOR